

Open House Outline and Options for Discussion

Time table: DAY: Wednesday May 22 TIME: 5-8

Place: Auburn Hall 2nd Floor Conference Room and Lobby

Light Fare Available: Fruit and Veggie Platter and Cookies, coffee, tea, water

Purposes: First opportunity to introduce public to

- what JLUS is and why – (Fact Sheet)
- provide information about what we learned to date (Booths, Power Points/Survey/Mtg summaries)
- get initial feedback on recommendations under consideration (Game/Feedback Form)

Format: -- “Trade Show”

Greeters (team member plus Eric/John?)

Mayor at 6 p.m. (Invited)

A: “Booths” for Organizations with an interest - Education re importance of their use in of Park/Training Site; needs from their perspectives – maps made available by consultant – INVITATION TO PARTICIPATE under development

B: Issue “Booth” staffed by consulting team depicting changes under consideration (3 or 4 major topic areas) – maps available

C: Engage “visitors” in a photo contest and have people who visit vote for which photos we use in the plan, or on brochures...lots of categories so many “winners” (requires advance promotion and entry rules)(DEVELOP RULES AND PROMOTE VIA FB, WEB, ETC. – In Process)

D. Power point of issues, info collected etc. (compile)

E. Feedback: Provides opportunity for ‘visitors’ to write comments on sticky notes for maps, and / or leave feedback form in suggestion boxes at each booth – forms could answer set questions and provide for space of additional comment – *Questions will include game-like multiple choice about organizations as well as preferences for potential solutions related to training site/park compatibility.*

Booth Possibilities:

MEARNG

ASLL

Androscoggin Land Trust

Gem and Mineral Clubs

OTHER

Mt. Apatite /City Staff or Advisory Committee

Snowmobile Club

Taylor Pond Association

Bicycle Club

CITY OF AUBURN MAINE JOINT LAND USE STUDY (JLUS) FOR
Mount Apatite Recreation Area &
Maine Army National Guard Training Facility
www.auburnmaine.gov/Pages/Government/Auburn-Maine-Joint-Land-Use-Study

How to invite/promote:

- Press Release by: 21 days prior to date
- Notice to Interested Organizations (Policy Committee reps), City Boards/Committees, parties who spoke at Policy Meetings etc. – by May 1 and again by May 20
- Notice by email for all those who responded to survey and left an email address – by May 1 and May 12 and May 20
- Notice on **facebook** and **website** and **city television – FB event invitation;**
- Notice by Police twitter
- Notice to Chamber
- Property owners within 750' of City/MEARNG land (i.e. study area) – by City
- **OTHER**
 - **Posters – post at various places (Mac's, ball fields, stores nearby, city hall, schools, library, supermarkets)**

What to have available:

1. Fact Sheet
2. Power points (composite/ highlights) of Feb. and Mar. (and Apr. and May) Policy meetings
3. Survey results summary
4. Compatibility analysis – what ordinance changes are likely (i.e. possible amendments to comp plan and to ordinance)
5. Feedback form
6. Post it notes/pencils
7. Markers and maps to mark up
8. Photo contest posters (composites of photos) (will need promotion and 'official entry' rules to include obtaining permission to use selected photos for the report)
9. Large Maps of:
 - a. Study Area on aerial with property lines color coded by City/MEARNG ownership
 - b. Land Use Map
 - c. Natural Resource Maps
 - d. Future Land Use Map
 - e. Constraints Analysis
 - f. Photos....list...and schedule time to shoot
 - g. Recommended improvements map(s) and possible changes to plan and ordinances
10. OTHER
 - a. Feedback Form/Game - Prizes
 - b. Survey on laptops